

U.S. Army 2005 MWR Leisure Needs Survey Results

**United States Military
Academy
New York**

BRIEFING OUTLINE

United States Military Academy

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

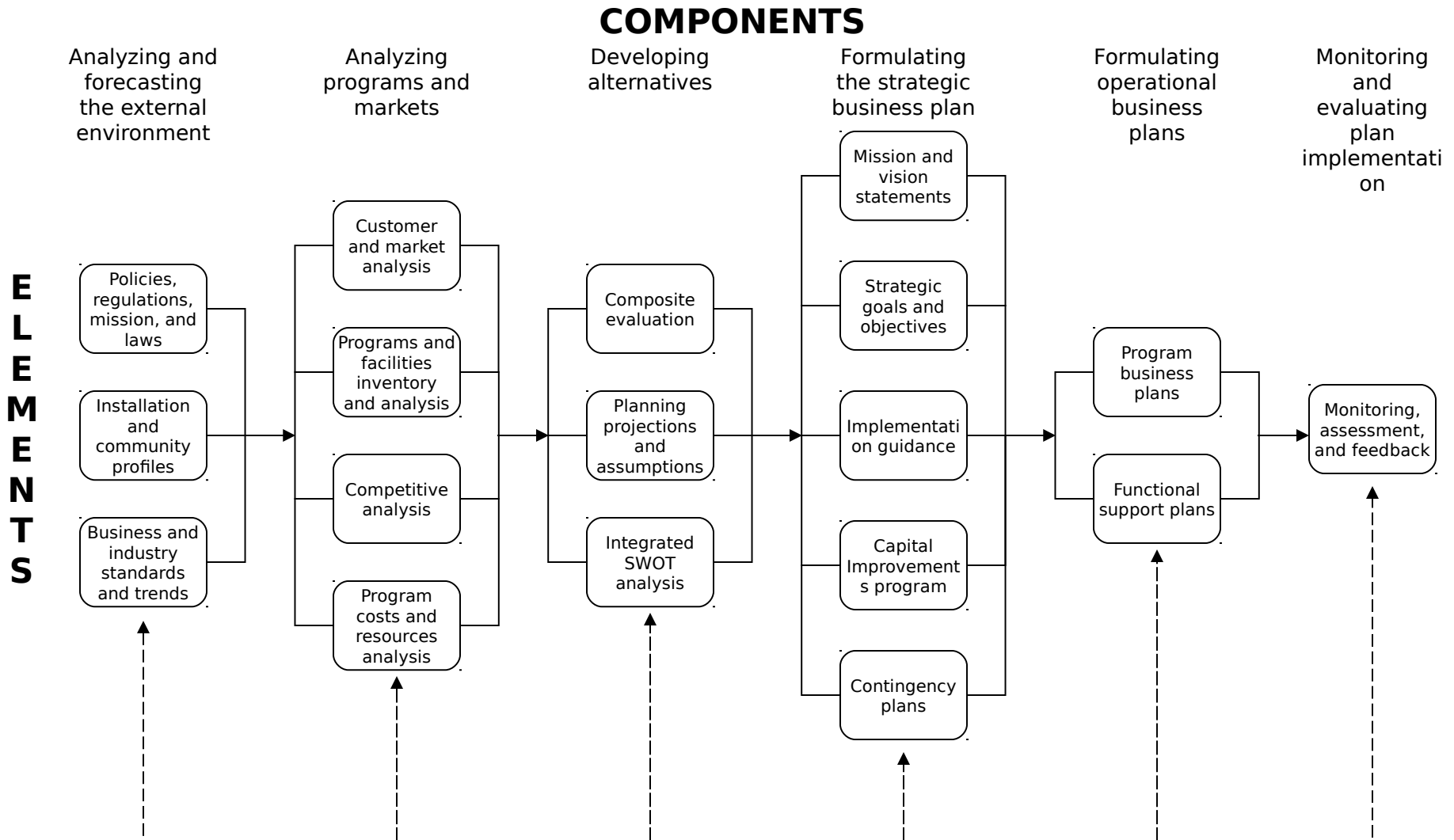
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

United States Military Academy

MWR STRATEGIC BUSINESS PLANNING MODEL

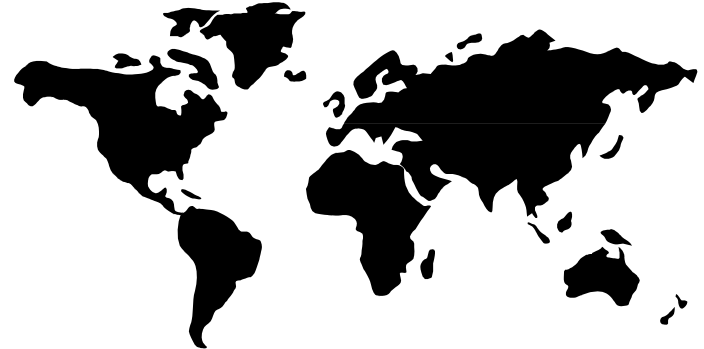


METHODOLOGY

United States Military Academy

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 3,209 surveys were distributed at United States Military Academy



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

United States Military Academy

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

United States Military Academy

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
U.S. Military Academy:					
Active Duty	1,202	795	214	26.92%	±6.07%
Spouses of Active Duty	1,091	1,171	213	18.19%	±6.02%
Civilian Employees	2,819	604	151	25.00%	±7.76%
Retirees	655	639	178	27.86%	±6.27%
Total	5,767	3,209	756	23.56%	±3.32%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

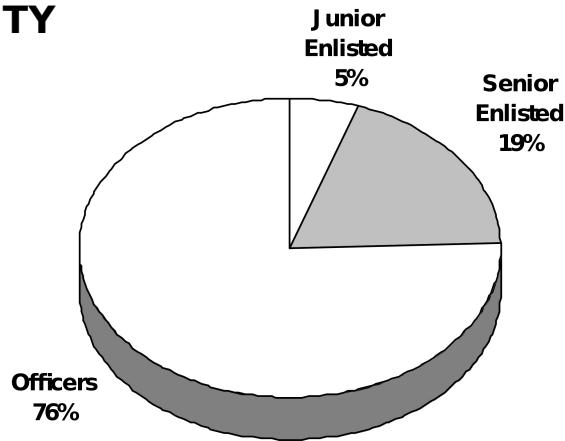
**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

PATRON SAMPLE*

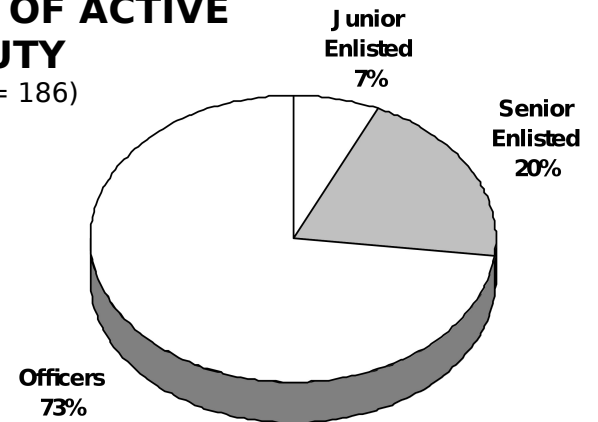
United States Military Academy

RESPONDENT POPULATION SEGMENTS

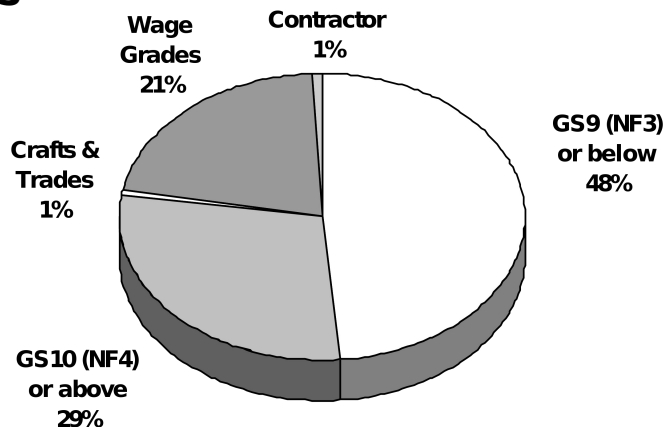
ACTIVE DUTY
(n = 209)



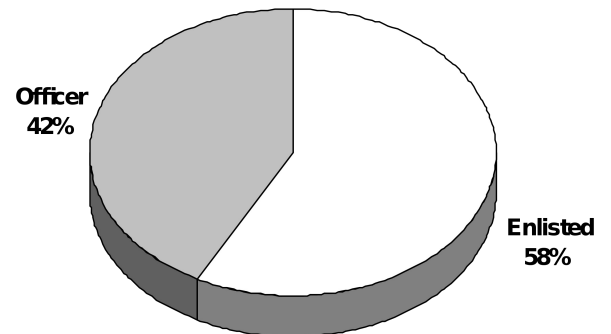
SPOUSES OF ACTIVE DUTY
(n = 186)



CIVILIANS
(n = 142)



RETIREES
(n = 128)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

United States Military Academy

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT U.S. MILITARY ACADEMY

United States Military Academy

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	46%
Library	39%
ITR - Commercial Travel Agency	34%
Bowling Center	33%
Post Picnic Center	32%

LEAST FREQUENTLY USED FACILITIES

BOSS	4%
School Age Services	5%
Bowling Pro Shop	6%
Marinas	8%
Recreation/Community Activity Ctr.	9%

MWR PROGRAMS & FACILITIES: SATISFACTION AT U.S. MILITARY ACADEMY*

United States Military Academy

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Golf Course	4.37
Cabins & Campgrounds	4.33
Youth Center	4.27
ITR - Commercial Travel Agency	4.27
Golf Course Pro Shop	4.26

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Army Lodging	3.85
Recreation/Community Activity Ctr.	3.92
Bowling Food & Beverage	3.92
Bowling Pro Shop	3.94
Outdoor Recreation Center	3.98

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT U.S. MILITARY ACADEMY*

United States Military Academy

FACILITIES WITH HIGHEST QUALITY RATINGS*

Youth Center	4.27
Child Development Center	4.22
Multipurpose Sports/Tennis Courts	4.20
School Age Services	4.17
Cabins & Campgrounds	4.17

FACILITIES WITH LOWEST QUALITY RATINGS*

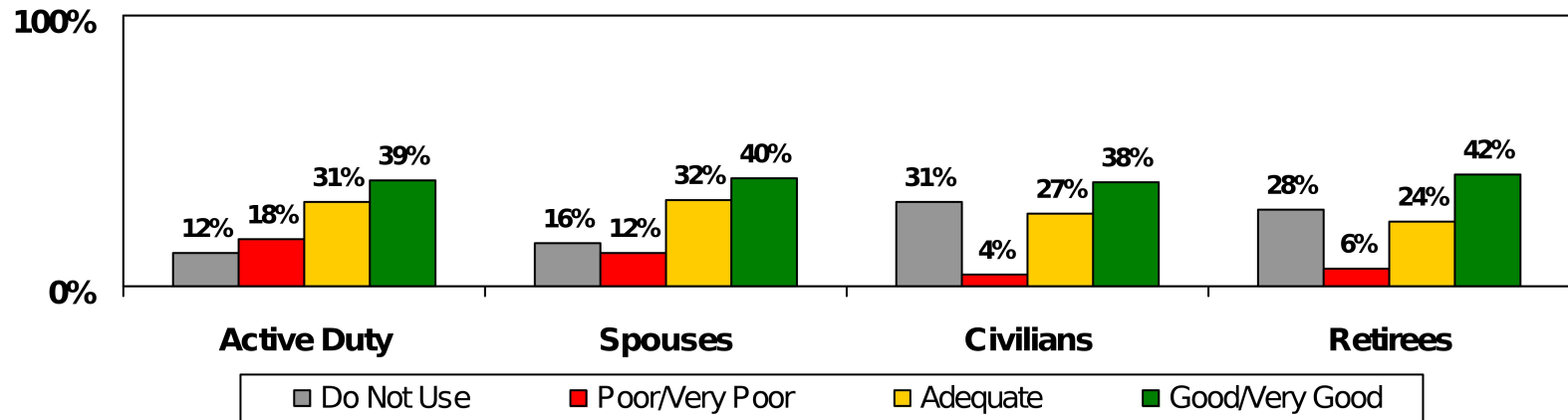
Army Lodging	3.83
Bowling Pro Shop	3.83
BOSS	3.85
Library	3.86
Golf Course Food & Beverage	3.86

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

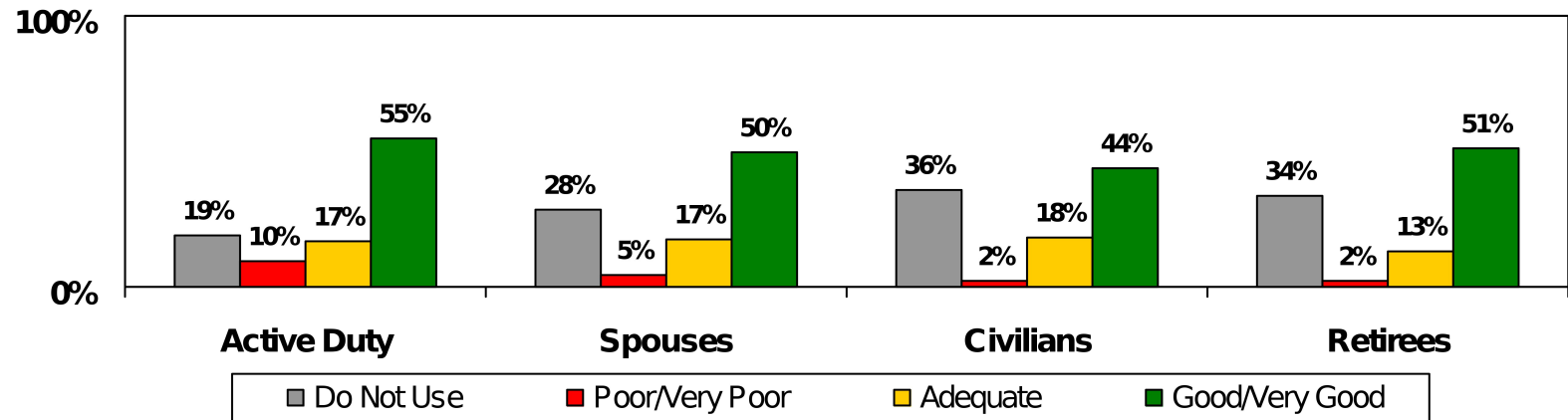
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

United States Military Academy

Quality of On-Post Services



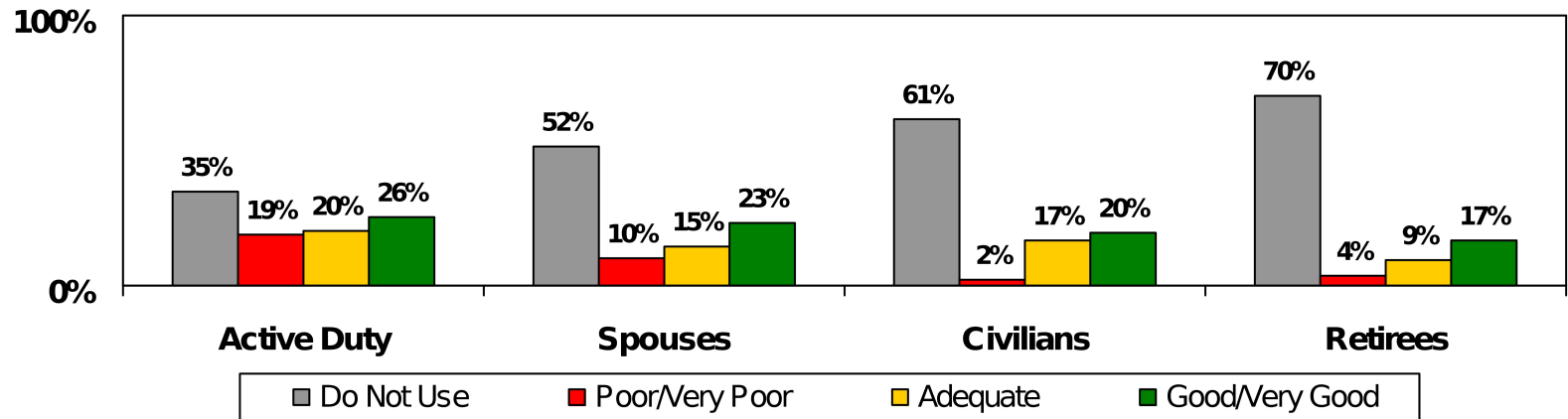
Quality of Off-Post Services



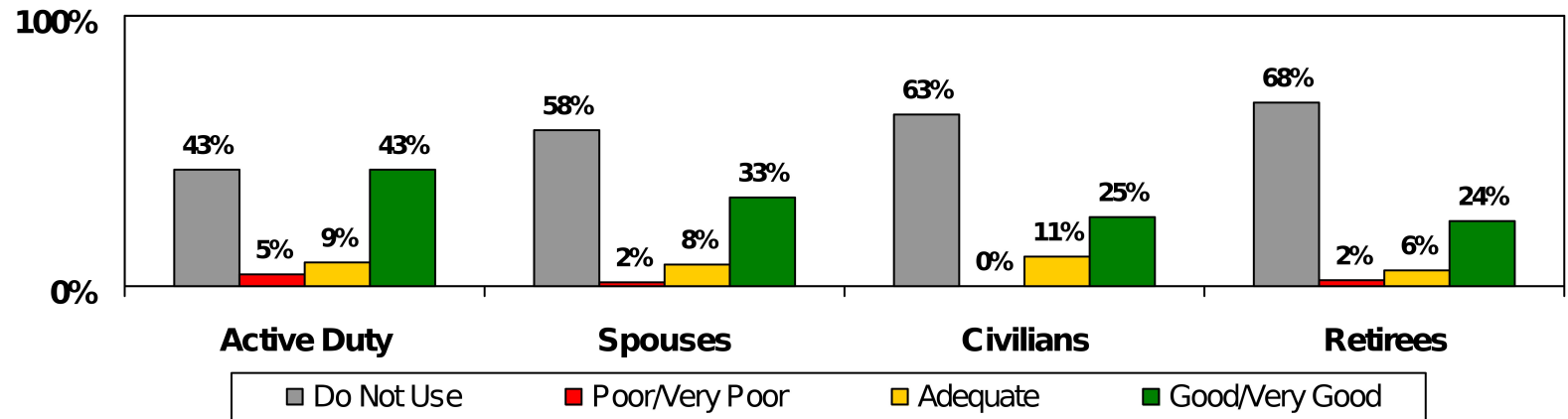
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

United States Military Academy

Quality of On-Post Services



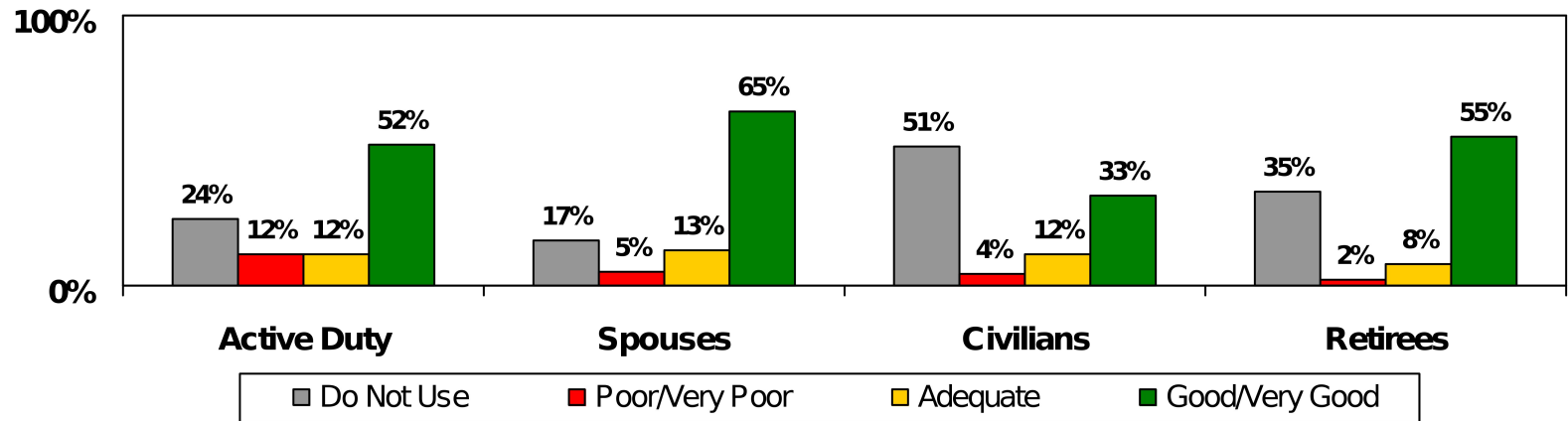
Quality of Off-Post Services



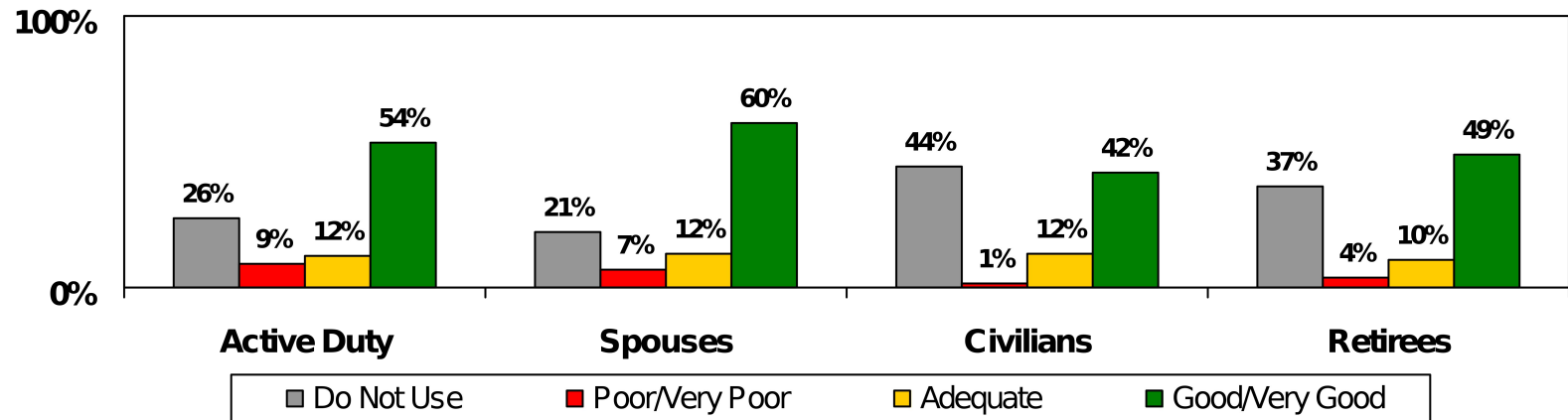
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

United States Military Academy

Quality of On-Post Services

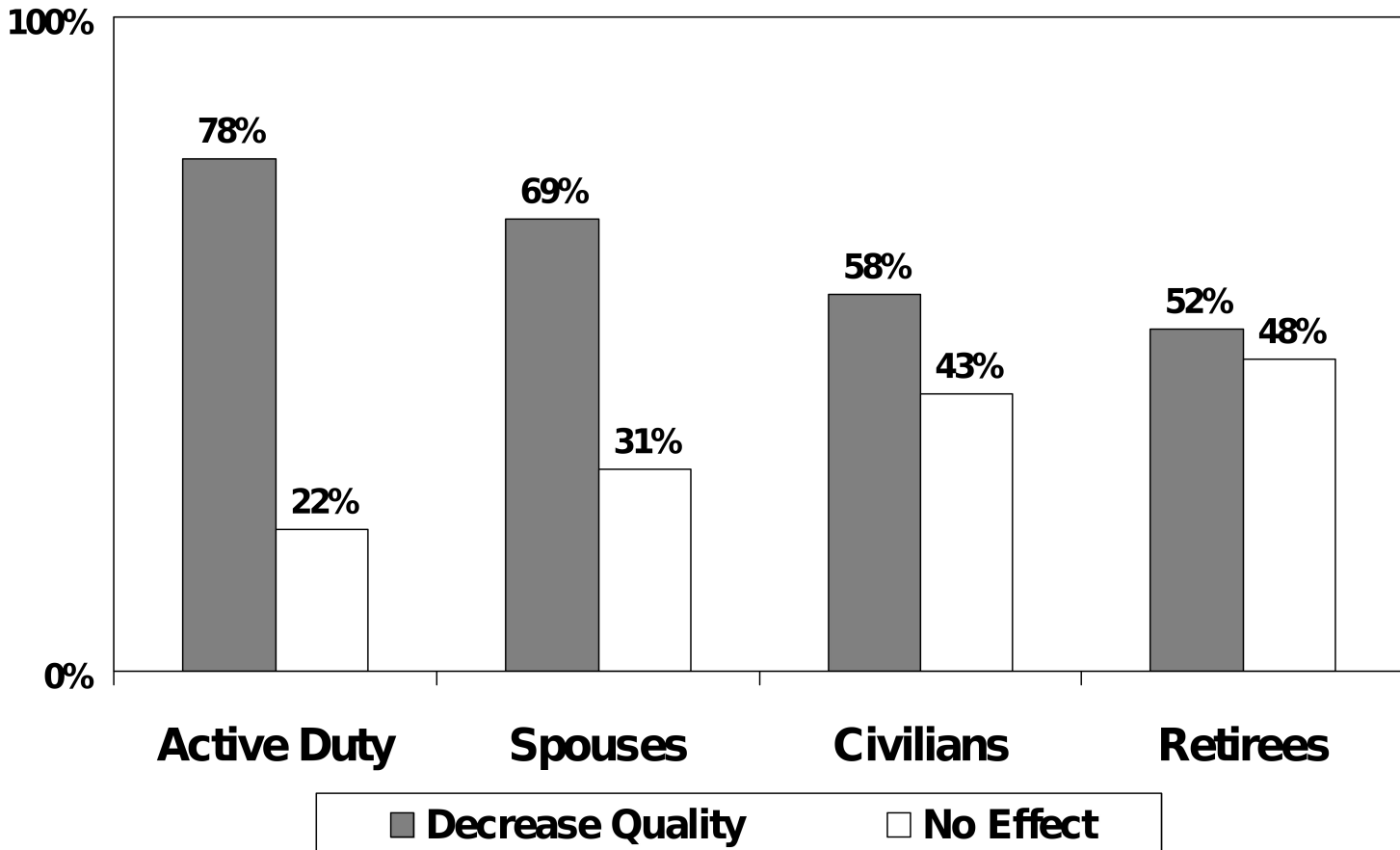


Quality of Off-Post Services



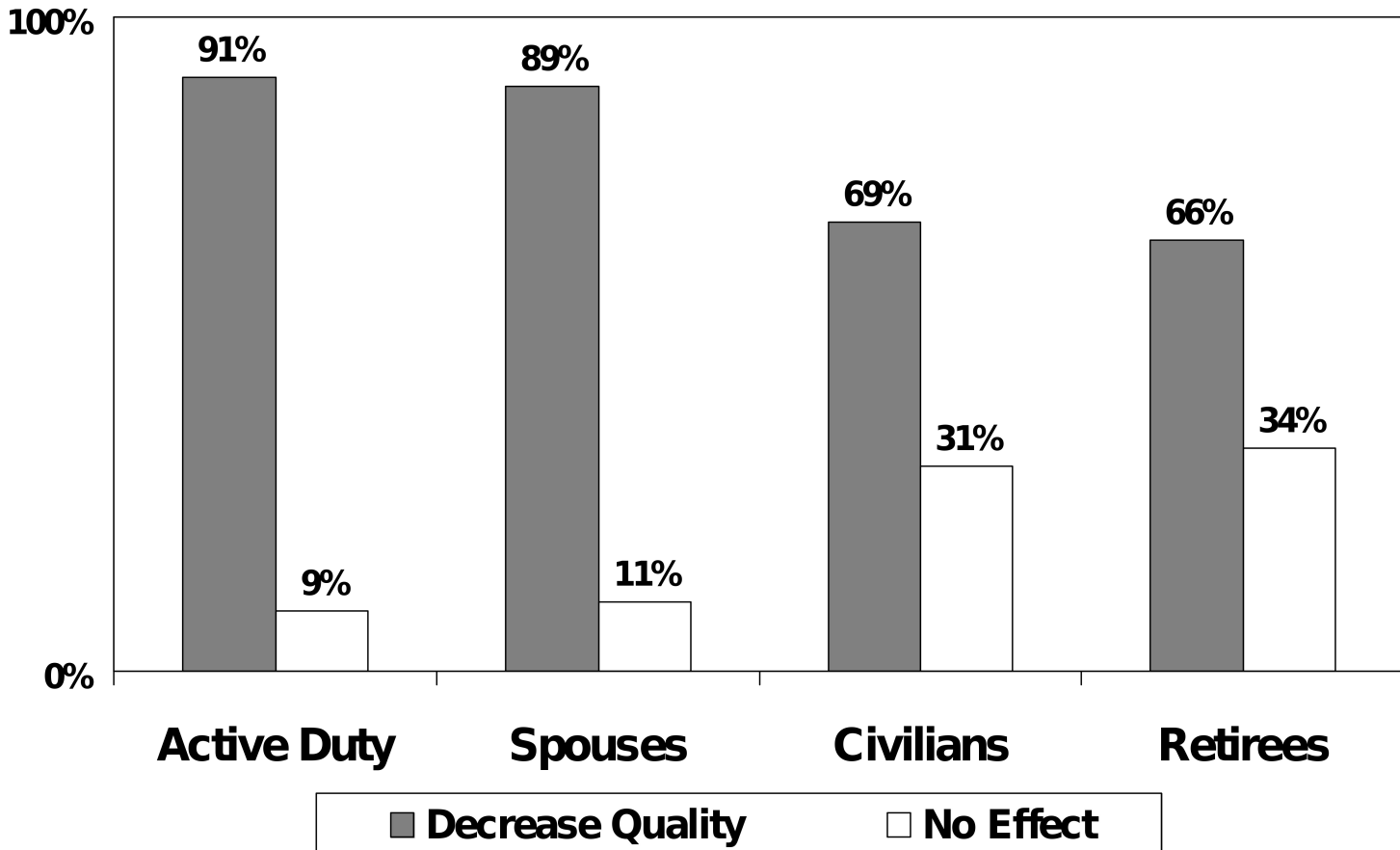
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

United States Military Academy



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

United States Military Academy



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

United States Military Academy

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	78%
Army Lodging	65%
Child Development Center	60%
Library	57%
Youth Center	54%
Swimming Pool	39%
School Age Services	38%

RV Park	76%
Bowling Pro Shop	60%
Car Wash	55%
Golf Course Pro Shop	54%
Golf Course Food & Beverage	46%
Arts & Crafts Center	42%
Golf Course	33%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

United States Military Academy

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREEES	TOTAL
Internet	27%	14%	38%	20%	29%
E-mail	45%	17%	67%	17%	47%
Friends and neighbors	44%	58%	24%	17%	35%
Family Readiness Groups (FRGs)	3%	6%	4%	1%	4%
Bulletin boards on post	39%	30%	50%	28%	41%
Post newspaper	66%	79%	60%	60%	65%
MWR publications	33%	31%	45%	26%	38%
Radio	1%	2%	3%	6%	3%
Television	29%	43%	10%	3%	20%
My child(ren) let(s) me know	9%	13%	2%	2%	6%
Other unit members or co-workers	24%	12%	23%	12%	20%
Unit or post commander or supervisor	7%	5%	6%	3%	6%
Marquees/billboards	9%	9%	9%	9%	9%
Flyers	44%	44%	63%	38%	52%
Other	7%	5%	3%	9%	5%
I never hear anything	2%	8%	5%	12%	6%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

United States Military Academy

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	89%	91%
Better Opportunities for Single Soldiers	40%	N/A
Army Community Service	53%	61%
MWR Programs and Services	85%	90%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

United States Military Academy

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	49%	92%	8%
Outreach programs	38%	81%	19%
Family Readiness Groups	58%	76%	24%
Relocation Readiness Program	70%	92%	8%
Family Advocacy Program	66%	73%	27%
Crisis intervention	46%	78%	22%
Money management classes, budgeting assistance	60%	77%	23%
Financial counseling, including tax assistance	70%	91%	9%
Consumer information	31%	76%	24%
Employment Readiness Program	48%	75%	25%
Foster child care	14%	75%	25%
Exceptional Family Member Program	73%	77%	23%
Army Family Team Building	58%	83%	18%
Army Family Action Plan	51%	77%	23%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

United States Military Academy

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	51%	90%	10%
Outreach programs	40%	82%	18%
Family Readiness Groups	63%	82%	18%
Relocation Readiness Program	73%	90%	10%
Family Advocacy Program	61%	75%	25%
Crisis intervention	32%	82%	18%
Money management classes, budgeting assistance	46%	73%	27%
Financial counseling, including tax assistance	59%	92%	8%
Consumer information	19%	56%	44%
Employment Readiness Program	52%	77%	23%
Foster child care	7%	100%	0%
Exceptional Family Member Program	68%	84%	16%
Army Family Team Building	58%	63%	37%
Army Family Action Plan	47%	79%	21%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

United States Military Academy

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	39%	38%
Personal job performance/readiness	31%	44%
Unit cohesion and teamwork	34%	43%
Unit readiness	38%	43%
Relationship with my spouse	31%	26%
Relationship with my children	37%	34%
My family's adjustment to Army life	37%	48%
Family preparedness for deployments	36%	42%
Ability to manage my finances	17%	22%
Feeling that I am part of the military community	45%	50%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

United States Military Academy

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	85%	92%
Helps minimize lost duty/work time due to lack of child care/youth services	83%	90%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	65%	60%
Allows me to work outside my home	74%	71%
Allows me to work at home	52%	70%
Offers me an employment opportunity within the CYS program	40%	28%
Allows me/my spouse to better concentrate on my/our job(s)	76%	73%
Provides positive growth and development opportunities for my children	84%	95%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

United States Military Academy

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	24%
Personal job performance/readiness	25%
Unit cohesion and teamwork	42%
Unit readiness	29%
Ability to manage my finances	20%
Feeling that I am part of the military community	21%
Relationship with my children (single parents)	38%
My family's adjustment to Army life (single parents)	33%
Family preparedness for deployments (single parents)	22%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

United States Military Academy

Top 10 Leisure Activities for All Respondents

Entertaining guests at home	64%
Internet access/applications (home)	60%
Going to movie theaters	55%
Watching TV, videotapes, and DVDs	55%
Special family events	47%
Walking	41%
Picnicking	40%
Going to beaches/lakes	40%
Gardening	38%
Reading	37%

Top 5 for Spouses of Active Duty

Entertaining guests at home	88%
Going to movie theaters	76%
Internet access/applications (home)	74%
Special family events	65%
Watching TV, videotapes, and DVDs	64%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	57%
Internet access/applications (home)	50%
Entertaining guests at home	47%
Going to movie theaters	44%
Special family events	42%

Top 5 for Active Duty

Entertaining guests at home	77%
Internet access/applications (home)	68%
Going to movie theaters	53%
Special family events	45%
Going to beaches/lakes	43%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	80%
Entertaining guests at home	62%
Walking	58%
Internet access/applications (home)	55%
Gardening	50%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

United States Military Academy

Team Sports

Basketball	11%
Softball	9%
Volleyball	8%
Soccer	7%
Self-directed sports tournaments	5%

Outdoor Recreation

Picnicking	40%
Going to beaches/lakes	40%
Camping/hiking/backpacking	27%
Fishing	20%
Bicycle riding/mountain biking	20%

Social

Entertaining guests at home	64%
Special family events	47%
Happy hour/social hour	25%
Night clubs/lounges	20%
Dancing	20%

Sports and Fitness

Walking	41%
Cardiovascular equipment	27%
Weight/strength training	24%
Bowling	21%
Running/jogging	20%

Entertainment

Going to movie theaters	55%
Watching TV, videotapes, and DVDs	55%
Plays/shows/concerts	34%
Festivals/events	32%
Attending sports events	32%

Special Interests

Internet access/applications (home)	60%
Gardening	38%
Automotive maintenance & repair	30%
Digital photography	29%
Automotive detailing/washing	24%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

United States Military Academy

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	37%	N/A	37%
Entertaining guests at home	31%	33%	64%
Picnicking	25%	15%	40%
Reference/research services	24%	N/A	24%
Attending sports events	24%	8%	32%
Watching TV, videotapes, and DVDs	23%	31%	55%
Walking	22%	19%	41%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

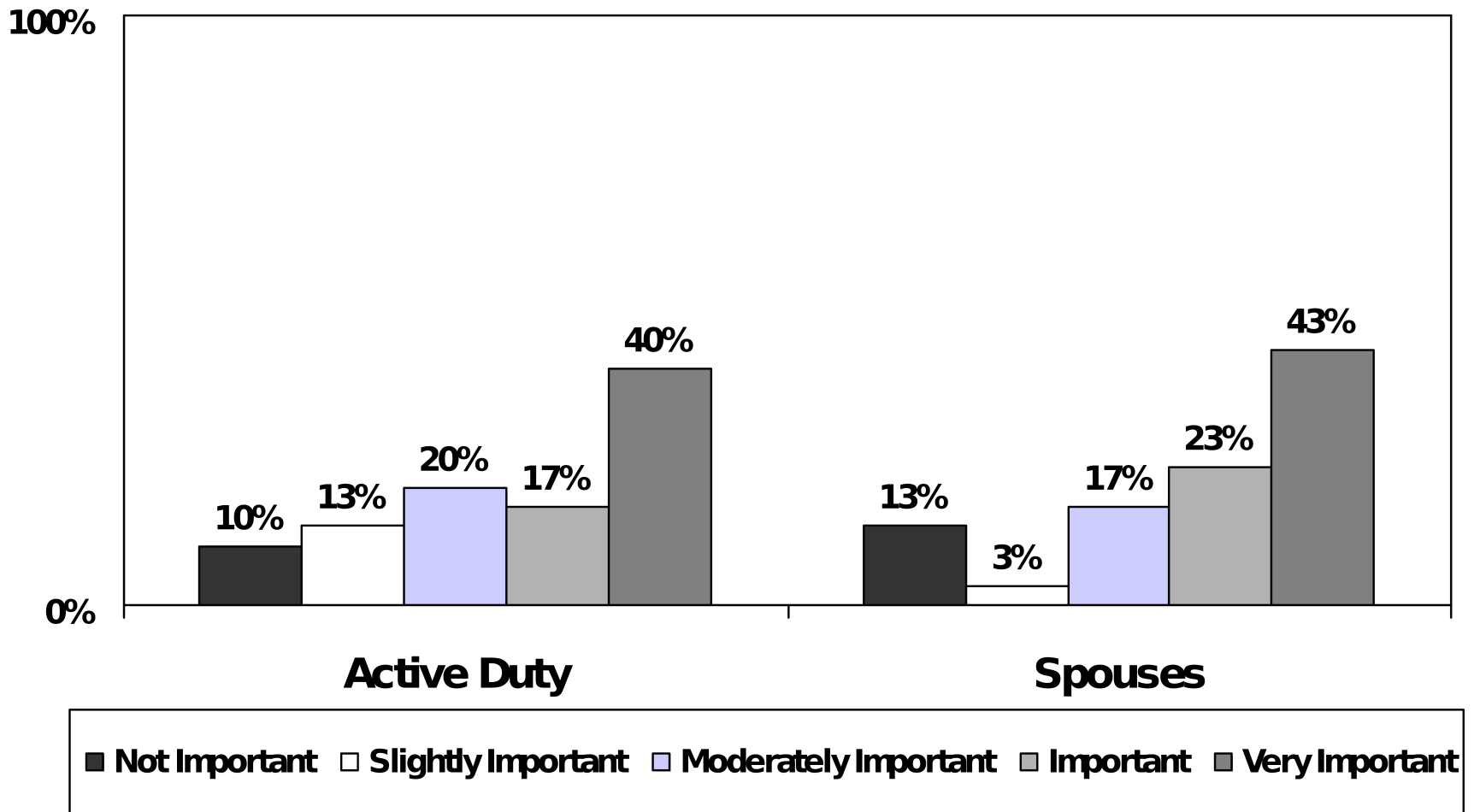
United States Military Academy

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	11%	3%	46%	60%
Gardening	5%	1%	32%	38%
Automotive maintenance & repair	11%	11%	7%	30%
Digital photography	3%	5%	21%	29%
Automotive detailing/washing	2%	13%	8%	24%
Trips/touring	3%	16%	0%	20%
Computer games	2%	1%	17%	20%

*Top 7 special interest activity preferences ranked by overall participation.

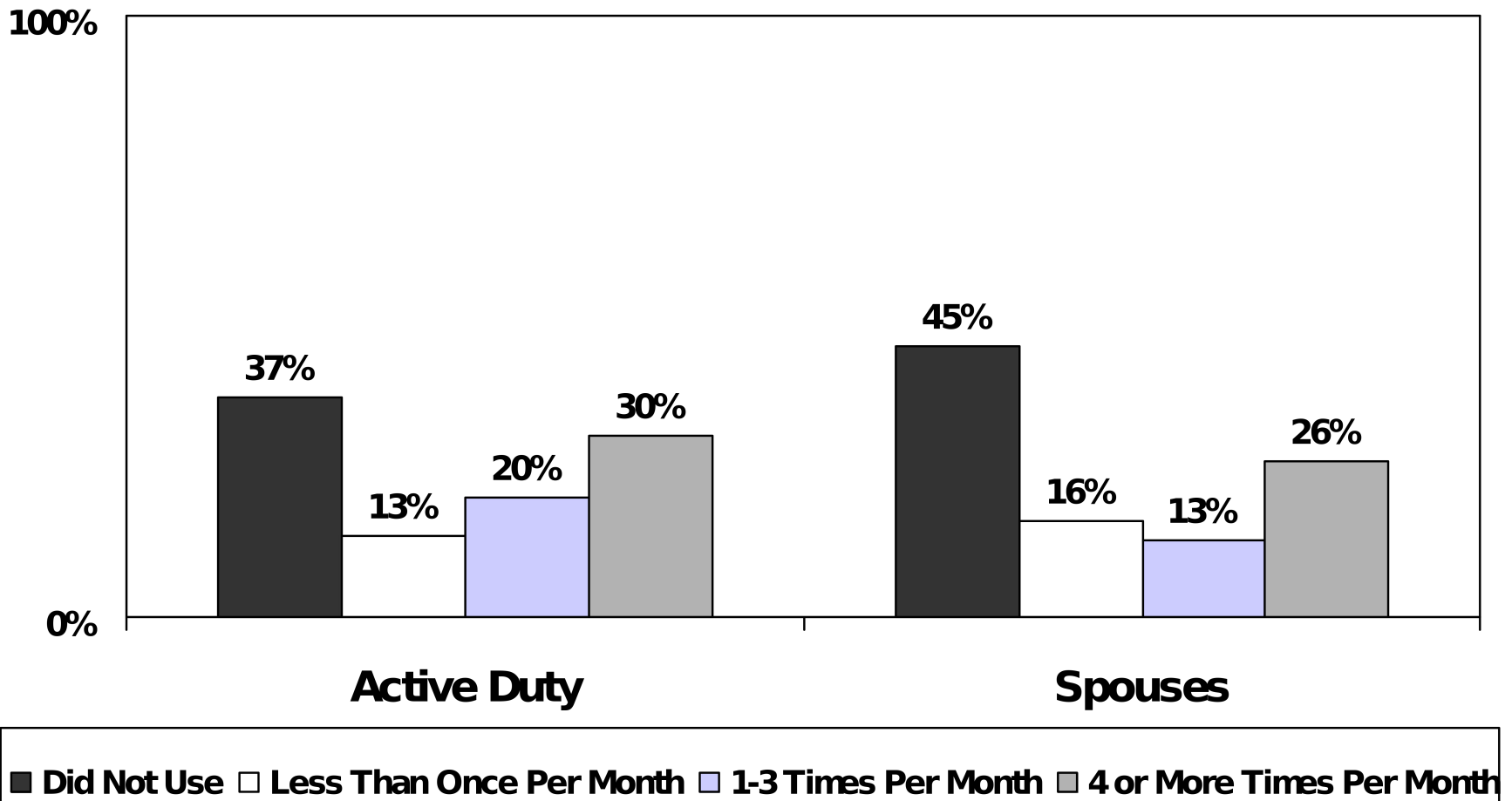
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

United States Military Academy



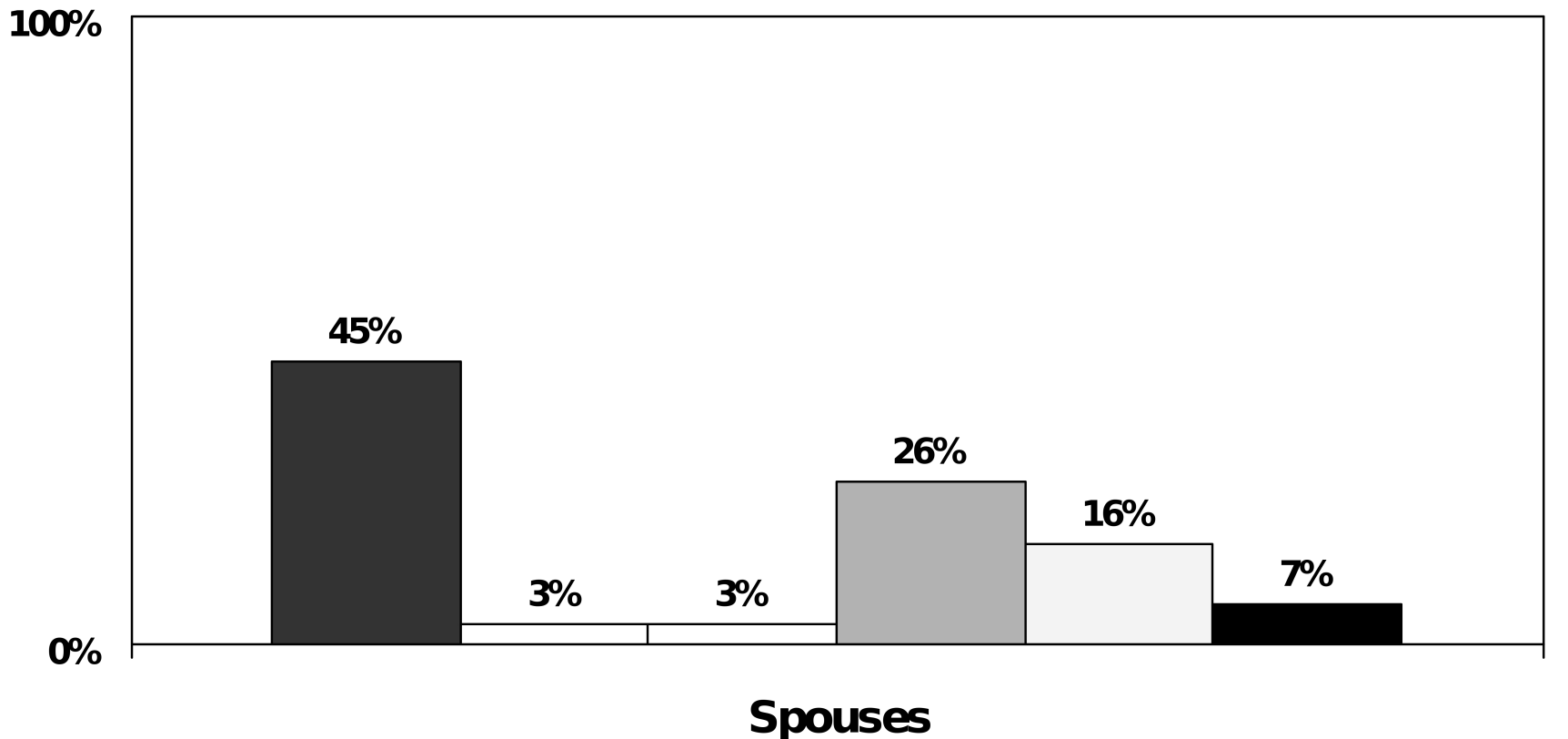
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

United States Military Academy



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

United States Military Academy



■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

United States Military Academy

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	5%
Probably will not make military a career	4%
Undecided	7%
Probably will make military a career	21%
Definitely will make military a career	64%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	6%
Not Sure	13%
Yes	81%

NEXT STEPS

United States Military Academy

□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)